

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	2
-------	---	----	---

Complete if Known

Application Number	10/001,772-Conf. #4306
Filing Date	October 31, 2001
First Named Inventor	Anand Subramanian
Art Unit	3622
Examiner Name	R. Alvarez
Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

EXAMINER: Initial if reference concise, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not indicated. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(ii)) because that patent was filed after Jan 30, 2003 or is available in the IFW. * Applicant's unique citation designation number (optional). * See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.4. * Enter Office that issued the document, by the two-letter code (USPTO Standard 3.7). For Japanese patent numbers, the indication of the year of the reign of the Emperor must precede the number of the document and the document number. For Chinese patent numbers, the indication of the year of the reign of the Emperor must precede the number of the document and the document number. * If the document is not in English, indicate the language of the document under WIPO Standard 3.7. If possible, * Applicant is to place a check mark where in English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	10/001,772-Conf. #4306
				Filing Date	October 31, 2001
				First Named Inventor	Anand Subramanian
				Art Unit	3622
				Examiner Name	R. Alvarez
Sheet	2	of	2	Attorney Docket Number	03485/100H799-US1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	
	CF	Notification of Transmittal Of The International Search Report Or The Declaration And Search For PCT/US01/45483 Dated August 28, 2002	
	CG	"Spy On Your Customers (They Want You To) - New Web Tracking Technology Turns Browsers Into Paying Customers (Company Business and Marketing) BOB TEDESCHI From Ziff Davis Smart Business For The New Economy, 58 Dated August 1, 2001, ISSN: 1528-4034	
	CH	Notification of Transmittal of International Preliminary Examination Report for PCT/US01/45483 dated January 31, 2003	

Examiner Signature	/Raquel Alvarez/	Date Considered	02/22/2009
-------------------------------	------------------	----------------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.